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BOOK NUMBER

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BETTER MILK FOR YOU

(Suggestions for TV Program)

Purpose: To tell the consumer the story of milk from farm to doorstep.

Suggestions for Program Content:

1. Have local producer, processor, distributor, and milk sanitarian explain to homemaker their part in providing her milk and dairy products. Several procedures might be followed:
 - a. Have homemaker question each person.
 - b. Have a milk hauler tell the story with the help of producer, processor, distributor, and sanitarian. Since he picks up milk at the farm and takes it to the plant, he comes in contact with both production and processing. This would serve as a little different approach and could be done in a most interesting manner if a milk hauler with an easy, informal way of talking could be used.
 - c. Have the milk sanitarian weave the story together, using a dairy farmer, processor, and distributor.
 - d. The specialist or the county agent could be the person telling the entire story, or he could be the one weaving together the stories of the others.
2. Second part of program might be devoted to having home economist show the homemaker ways of adding milk to meals. If time permits, preparation of one or more dairy dishes might be included. This might be developed as one long program or could be divided into a series of short programs.

A word of caution. Using local people to tell the story of milk is an effective method. Just be sure no one does any advertising of his company's products.

Suggestions for Visuals:

1. Pictures to illustrate steps in production, processing and distribution. Many people have never been on a dairy farm or in a milk plant, so they would be interested in good close-up shots showing the important steps. You will probably need fewer visuals when several people appear on the program, but it will help to have some good photographs. Pictures or map of locality where milk comes from, milk hauler's route, etc.

2. Actual food used in second part of program is more appealing. A meal planned without dairy products might be shown and nutrients furnished shown on flannelgraph or "strip-tease" chart. Then add dairy products so meals will look more appetizing and show added food value.

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